

LIBERAL.
Jeweler—For cash, madam, I give five per cent. (silly)—Oh, charge it, I've no desire to reduce your profit.



One cloth—
One rubbing

A clean, dry, lasting lustre. No second operation. Time Saved! Energy saved! Lyknu actually removes dirt—does not cover it up.

Use Little! Rub Dry!

LYKNU
POLISH



Mr. Stapleton
Says:—

"The Turntable Test is the most remarkable thing we have ever done at The Edison Shop."

"People come in here with no definite idea of the value of any particular phonograph. They have read so many claims that they are bewildered. But when they have heard the Turntable Test they know positively which phonograph is best."

"We do not try to convince them. The Test itself does that."

Have you heard the Turntable Test?

Edison Shop
473 Fifth Avenue
Bet. 40th & 41st Streets
New York



Hostess Soups

At Every-Day Prices

The finest soup you can offer a guest is a Van Camp Soup. They are based on famous French recipes brought to our kitchens by a chef from Hotel Ritz in Paris.

Here scientific cooks—men with college training—brought them to perfection. They compared many blends and methods—as high as 300 on a single soup.

In each soup they attained the utmost in quality and flavor, then they fixed formulas so that every soup would be exactly like the model.

These are exquisite soups—finer than Paris serves. Yet they cost no more than ordinary soups.

Order a few cans. They will be a revelation.

VAN CAMP'S Soups
18 Kinds

Also Van Camp's Spaghetti
Van Camp's Pork and Beans

Van Camp's Peanut Butter
Van Camp's Evaporated Milk

SIX WOMEN FAINT AT OPENING CRUSH INTO ARMY STORE

Police Lose Their Heads as
2,000 Fight to Buy Clothing and Blankets.

The offering of surplus supplies of the United States Army—other than foodstuffs—at No. 19 West 22nd Street, opening to-day, attracted a crowd so large and so greedy for the clothing, shoes and blankets that the few policemen assigned to keep order were overpowered, lost their heads and made a bad matter worse.

The store was advertised to open at 1 o'clock. By 9 o'clock there were 500 purchasers in line. By 1 o'clock the north sidewalk of 19th Street, from Fifth Avenue to Sixth Avenue, was filled with 2,000 persons, many of them women with children. No change in police arrangements had been made during the four hours of preliminary warnings of what was coming.

When the doors opened there was a rush which broke all lines and caused a rushing football mass to build itself out into the street until it touched the opposite curb. There were screams of women and not a few men and women came twisting and wriggling out with their garments torn to pieces.

Capt. Jeffrey Peterson, in charge of the sales, appeared at a second-story window and made a speech. It quieted the crowd for a few seconds until motor trucks, unchecked by the police, began ploughing through the massed and helpless would-be buyers. For the rest of the early afternoon hours the policemen chased the people from the sidewalks, the street traffic chased them back and Capt. Peterson, instead of asking Police Headquarters for more and better police, made speeches, advising the public to come back later.

Among the six women who were dragged inside the building fainting and were attended by passing physicians who volunteered were Mrs. E. Peters of No. 314 East Tremont Avenue and Mrs. Regina Cooper of No. 1991 Lexington Avenue.

Some misunderstanding has arisen over a telegram received yesterday to discontinue the sale of goods through the Post-office and the municipalities. Col. J. M. Carson, Zone Supply Officer for New York and adjacent districts, said this morning that all the orders which the city has now in will be filled, after which all goods will be handled through the Government retail stores. There are plenty more goods to come, clothing, shoes, blankets and the colonel said that while sales in the Cluett Building will be confined for the present to these supplies, foodstuffs will be added in a few days.

This, he said, will be to the exclusion of bacon, frozen meat and poultry which will continue to be sold as they are at present.

Federal Food Administrator Will-

iams to-day reiterated Attorney General Palmer's statement that there has been a 16 per cent. reduction in the cost of living since the first of the year. Actually, said Mr. Williams, the saving is greater than indicated by the 16 per cent., because if

it had not been for Governmental efforts to reduce prices, foodstuffs would have gone still higher. The food list to-morrow will disclose further savings in several items. Although eggs show an upward tendency owing to the season, the consumer will be aided by a new classification covering those eggs which by irregularity of color or size fail to come within the grade of "select, candied, Western fresh." Next week when all fresh eggs will be higher, the quotation on storage eggs will begin to spare the public from profiteering.

FRANKLIN SIMON BOYS' SHOPS—FIFTH FLOOR

WEARMOOR Clothes for Boys

Have the stuff in them!

We refer not alone to the woollens, but to the workmanship, too. The woollens are right, of course. That goes without saying. But the best woollens on earth will not stand up without a foundation of fine workmanship to hold them together!

That's why we preach WEARMOOR workmanship! Because, under the handsome exterior of Wearmoor Clothes, where the eye does not penetrate, is the skilled, substantial, painstaking labor that makes for a long life of hard wear!

WEARMOOR Ulsters and Ulsterettes, 9 to 18 years * \$23.00 to \$45.00

WEARMOOR Norfolk Suits, single or double breasted, with extra trousers, 9 to 18 years \$20.00 to \$38.00

WEARMOOR Reefers, Russian models and Naval Coats, 3 to 10 years \$16.50 to \$30.00

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Streets

Boys' and Children's Haircutting Shop—Fifth Floor

Lord & Taylor

38th Street —FIFTH AVENUE— 39th Street

Ready For Service **Suits for Men** Right Price and Right Style

We could not go into the market to-day and purchase these suits for anywhere near the price at which we bought them when we placed our order for Fall deliveries.



The price of material has advanced
Labor has advanced

during the last four months to a point that makes these suits at the price we are offering them a noteworthy feature that will urge the attention of well-posted men.

These suits were tailored to our order by one of the foremost concerns of this country—a firm that stands high when it comes to fabrics, style and tailoring.

Slip on one of the coats—the way it fits, the way it hangs, the style swing tell the story, the source of its origin.

Practically all the earmarks of made-to-measure suits at ready-for-service price.

All wool fabrics—imported and domestic.

Models for every build, scientifically cut—regulars, tall, short or stout.

Ready-for-Service Suits,

\$35, \$40, \$45 up to \$70

If there's any alteration necessary to insure excellence of fit we'll do it for you without charge.

Men's Fall Weight Overcoats
\$27.50 to \$55

Light weight Slip-on Overcoats, warm and showerproof; dressy Oxford gray silk-lined coats. Many other styles to choose from.

Fourth Floor

Business and Professional Men
Will Appreciate the Quality, Style and Comfort of

These Splendid Shoes
at \$14.50

The Selection Comprises

Dark tan Cordovan lace. Heavy dark tan lace, damp-proof soles. Gun metal calfskin lace. Gun metal calfskin button. Dark tan calfskin lace.

Clearance of Boys' Shoes

Several hundred pairs of Scout or Play Shoes, sizes 1 to 6.....Reduced to **\$2.95**

Fourth Floor

Lord & Taylor

38th Street —FIFTH AVENUE— 39th Street

Featuring a Group of Smart
New Untrimmed Hats
\$5.95, \$7.95, \$8.95



Copies of Paris model Hats, with that individuality of line which distinguishes the Season's Millinery fashions, are here, as well as the more conservatively modish styles

Hats of Silk Velvet, Panne Velvet, Hatter's Plush, some softly faced with long napped beaver. The majority in black, although the rich, dark suit shades are well represented.

Suzanne Talbot's new sailor, petal brim Hats; Hats that roll back from the face; straight sailors of every size; mushroom, Chin Chin, draped, Directoire shapes; smart Tricornees.

Hats for every type of woman—hats for tailored or dress wear. And because the shapes are so distinctive, requiring but the minimum of trimming.

Four typically smart styles from a collection of hundreds are illustrated. Others ranging from these prices to \$22.50.

A Display of Imported Trimmings

Inspiring to every woman who is clever enough to trim her own Hats, these exquisite flowers, feathers and ornaments, identical with those used by Parisian milliners.

Flowers, from mammoth Roses to the most delicate of blossoms in every color and hue, from the vivid and exotic to the pastel shaded.

Feathers—Paradise and osprey; ostrich plumes and tips; burnt goose and burnt ostrich; wings and quills; pheasant breasts and birds; Spanish cigne; heckle.

A comprehensive collection, priced attractively.

Fourth Floor

The New Petticoats

A Charming Autumn Display

The Petticoat has returned to Fashion's favor, modeled to conform to the supple lines of the new silhouette and of the soft lustrous Satins, Silks and Silk Jerseys appropriate to the mode's development.

Dancing Petticoats

lovely with laces—the real Irish crochet, real Fillet, sheer Maline and Margot laces and the delicate Alencon.

Frisled and ruffled, laced and inset over soft flounces of Georgette and chiffon.

Flesh and white washable satins and crepe de chine in models ranging from

\$4.25 to \$57.00

Black Lace Petticoats

to wear with the modish Black Evening and Dinner Gowns, have filmy flounces of Chantilly and Georgette over black, white, gold or pale blue, with a Parisian note introduced by colored ribbon or a flower.

\$19.75 to \$35.00



Second Floor

Street Petticoats

introduce color contrasts in flounces and ruffles with unusual effectiveness. The narrow effect is often achieved by bands of ribbon, into which the pleating is cleverly drawn.

Many smart models in radium taffeta, messaline, satin, Gros de Londres and Silk Jersey.

\$5.95 to \$17.75

Satin Bloomers

in a number of pretty, practical styles for dancing or street wear.

\$2.95 to \$6.95

Slips—daintily fashioned in Princess and waistline styles, are of soft silk and Georgette Crepes in white and flesh.

\$9.75 to \$22.50

Smart Plaid Skirts

Featured Tomorrow

\$19.75

For the Autumn wardrobe, these rich hued Skirts of softly textured Plaids seem most appropriate. For town or country wear, with fur coat, with sport sweater, their vogue is assured.



New models in dark Tartan or bright novelty worsteds, box pleated, side pleated or circular, as well as fine wool velours, checks in clever color combinations; black and white plaids and checks (one model is illustrated at the right).

Also at this price, Blue Serge Skirts, side pleated and with stitched panels, button trimmed.

Wool Poplin Skirts, \$14.50

Accordion pleated models in navy blue, with clusters of stitching in white silk and novel belt. (Illustrated at left.)

A Group of Extra Size Skirts

\$19.50 to \$35.00

All the wanted materials, in smart models; waistbands 33 to 38 inches.

Third Floor